

**REQUEST FOR PROPOSALS**  
**SWEETWATER VALLEY REGIONAL PARK**  
**GOLF DRIVING RANGE**  
**3631 BONITA ROAD, CHULA VISTA, CALIFORNIA**  
**August 22, 2014**

**I. BACKGROUND**

**A. PROJECT DESCRIPTION**

The County of San Diego is seeking proposals from prospective tenants for the lease and operation of the Bonita Driving Range facility within the County's Sweetwater Valley Regional Park. This driving range has been in operation over 30 years and serves the entire South Bay area of San Diego County. The facility is located at 3631 Bonita Road in Chula Vista, California ("Property"). The Property is approximately 20.80 acres in size and includes a lighted full-service driving range with 38 practice stations, a practice chipping/putting area and an approximate 1,500 square foot building with counter space, ball storage, and a restroom. Golf lessons and golf club repair are also offered at the facility. The Property is situated on the north side of Bonita Road, approximately one mile east of Interstate 805, in the unincorporated community of Bonita, California and is further described in Exhibit "A" LOCATION MAP and Exhibit "B" SITE MAP.

**B. COUNTY GOALS FOR FACILITY**

The goals of the County in issuing this Request for Proposals include the following:

- To provide qualified driving range facility operators the opportunity to participate in this Request for Proposals.
- To provide revenue to the County to offset park maintenance and operation costs.
- To insure that this recreational facility is operated in a safe and professional manner and provides golf practice services at fair and reasonable prices.
- To encourage people to visit the golf driving range facility and to enjoy the amenities provided in Sweetwater Valley Regional Park.

**C. PRE-PROPOSAL MEETING**

To obtain more detailed information regarding this opportunity interested parties will be given opportunity to tour the facility and meet with County staff on Wednesday, September 3, 2014 at 10:00 a.m. The meeting will be held at the driving range.

**D. DELIVERY OF PROPOSALS**

Responses to this Request for Proposals are due no later than 5:00 p.m. on Monday, September 15, 2014. Late proposals are not accepted and will be returned unopened.

Please deliver three (3) copies of your proposal to:

County of San Diego  
Real Estate Services Division  
Attention: Manny Gaviola, Senior Real Property Agent  
5560 Overland Avenue  
Suite 410  
San Diego, California 92123-1294

Any questions or requests for clarifications to the Request for Proposals should be submitted in writing to Manny Gaviola at the above address or via facsimile at 858-694-2369. Responses to inquiries will be faxed to all proposers. No other person should be contacted with regard to questions or clarifications specific to this project.

**E. PROPOSED SCHEDULE**

Issue Request for Proposals	Friday, August 22, 2014
Pre-proposal tour of facility	Wednesday, September 3, 2014
Response submittal deadline	Monday, September 15, 2014
Selection of proposed lessee	Wednesday, September 17, 2014
Lease negotiations completed	Wednesday, September 24, 2014
Board of Supervisors hearing for	
Lease approval	Wednesday, October 29, 2014
Lease commencement	Monday, December 1, 2014

**F. WITHDRAWAL**

The County reserves the right to withdraw this Request for Proposals at any time without prior notice. The County also reserves the right to accept or reject any and all proposals for any reason.

**G. LEASE APPROVAL**

The provisions outlined in this Request for Proposals are non-binding. A binding agreement will not be created until/unless the lease contemplated by this Request for Proposals is fully executed by the selected proposer and the County. The County is not bound by the terms of any lease until it has been formally approved by the County's Board of Supervisors and fully executed by the County's lease administrator.

**II. SPECIAL TERMS AND CONDITIONS**

**A. OPERATIONS**

The selected proposer must have a wide range of experience in the operation of driving range services. Proposer's should be prepared to provide the County with appropriate references and the addresses of past and present driving range facilities operated by the selected proposer.

**B. MAINTENANCE/REPAIRS/JANITORIAL SERVICE**

The selected proposer will be responsible for all maintenance and repairs of the Property. The selected proposer shall also be responsible for housekeeping maintenance and janitorial service and cleaning including the parking area. The selected proposer shall be expected to keep the entire Property and structures areas clean, sanitary and free from refuse and debris at all times in compliance with applicable rules, regulations, ordinances and law standards.

**C. FIXTURES AND EQUIPMENT**

The selected proposer shall be responsible for maintaining all existing equipment and fixtures at the driving range. The selected proposer shall be responsible for providing and maintaining all other equipment and fixtures required by their operation.

**D. FINANCIAL OBJECTIVES**

The County's objective is to select a proposer with the financial capability to operate the driving range with no County subsidy. The selected proposer must have the demonstrated ability to operate a major publicly-owned or privately-owned driving range facility and have the financial capacity to ensure uninterrupted services at all times. The selected proposer is required to submit a financial statement and business history with their response.

**E. IMPROVEMENTS**

The proposal may include new improvements and upgrades to the Property related to the driving range and related uses. Any new improvements must comply with the American with Disabilities Act (ADA) 42 U.S. Code Section 12183 “New Construction and Alterations in Public Accommodations and Commercial Facilities”. The length of the lease term proposed shall be commensurate with the value of the proposed improvements. If the proposed improvements are substantial, a longer term than the lease term outlined in Section III.A. of this Request for Proposals may be considered by the County.

**III. GENERAL TERMS AND CONDITIONS**

**A. LEASE TERM**

The term of the lease will be five years. A longer term may be considered if substantial leasehold improvements are proposed. The lease may be extended for an additional 5-years if the lessee is in full compliance with the terms of the lease and upon the mutual agreement of the County and the lessee. The option to extend the term of the lease will be subject to the selected proposer’s compliance with the minimum performance standards outlined in Section IV of this Request for Proposals and the subsequent lease agreement.

**B. HOURS OF OPERATION**

The selected proposer shall have staff present at the facility on a daily basis. At a minimum, the facility shall be open on a daily basis from 7:00 a.m. to 9:00 p.m. At a maximum, the driving range facility may be open from 7:00 a.m. to 10:00 p.m.

**C. TRAIL CONSTRUCTION**

The County’s Department of Parks and Recreation is scheduled to be working on the trail network for Sweetwater Valley Regional Park in the area of the Property beginning in Fall 2014. During the course of the project the County may need to enter the Property to access areas under construction and for temporary parking.

**D. INSURANCE**

The selected proposer shall provide the following minimum insurance (the lease contains the complete insurance terms):

1. A Worker’s Compensation insurance policy covering all employees and subcontractors of the selected proposer.

2. Comprehensive General and Automobile Liability Insurance of \$2,000,000 combined single limit Bodily Injury and Property Damage.
3. All insurance policies shall name the County of San Diego as additional insured.

**E. UTILITIES**

The selected proposer will be responsible for the cost of the sewer or septic service, water, gas, and electricity serving the Property. The selected proposer shall also be responsible for the securing and paying for any internet and telephone service.

**F. SUBLEASING**

The selected proposer shall not enter into any subleases without prior written approval from the County.

**IV. MINIMUM PERFORMANCE STANDARDS**

The minimum performance standards are as follows:

**A. CUSTOMER SERVICE**

**Customer Service Surveys** - The selected proposer shall conduct an ongoing customer survey and report the results to the County on a quarterly basis. In an annual meeting with the County, the selected proposer shall demonstrate that any perceptions and comments from the surveys have been addressed. The selected proposer shall make every effort to ensure the following minimum performance standards are met:

1. Provide golf services at fair and reasonable prices.
2. Driving range and parking areas which are clean.
3. Select a staff of cordial employees.
4. Provide a pleasant and attractive environment.
5. Facility is operated in a safe and professional practice.

**V. OPERATOR EVALUATION AND SELECTION**

Written proposals will be evaluated by a selection committee designated by the County. Responses to this Request for Proposals should address all the minimum performance standards outlined in Section IV above. The selected proposer should also identify new

opportunities and marketing strategies to increase public use of the driving range program.

The selection committee will use the following criteria in evaluating proposals:

**A. OPERATIONS**

1. The proposed driving range business plan with pricing.
2. A list of service items to be provided.
3. The proposer's history of experience in managing driving range facilities of similar size and visibility.
4. A current example of a facility under lease by the proposer which may be visited by the selection committee.
5. The proposer's customer service experience.
6. The proposer's driving range marketing experience.
7. A marketing plan with innovative approaches to driving range operations that will be implemented by the proposer to attract increased customers.

**B. MAINTENANCE**

The proposer's experience in maintaining and repairing a driving range and related operations.

**C. FINANCIAL**

1. The proposer's experience in bookkeeping and auditing financial data related to driving range operations.
2. The proposer's demonstrated ability to pay monthly rent in accordance with a lease agreement.
3. The approximate investment the proposer will make in the Property.
4. The amount of monthly rent the proposer is willing to pay to the County to lease the Property.

## **VI. NEGOTIATIONS**

After the final recommendation of the most qualified proposer by the selection committee, a lease document will be negotiated and prepared that incorporates operational items and performance standard items based upon the response to the Request for Proposals, written responses to the proposer's written questions concerning the Request for Proposals, selection committee input, and the proposer's submitted proposal. If a lease cannot be negotiated, the County may, at its sole discretion, begin negotiations with other responsible proposers and terminate negotiations with the previously selected proposer.

Each proposer will be notified of the decision of the County's selection committee. It is the duty of each proposer to request any clarifying information from the County as it pertains to this Request for Proposals. Any clarifications provided by the County will be provided to all proposer's. All proposals must be signed by an authorized officer/employee with the authority to bind the entity submitting a proposal. The lease is subject to approval by the County's Board of Supervisors.

## **VII. PROPRIETARY INFORMATION**

All response documents become the property of the County and subject to the Public Records Act requirements set forth in California Government Code Section 6250 and following. Information provided will be kept confidential to the extent permitted by law.

## **IV. CLAIMS AGAINST THE COUNTY**

Proposer, and its respective officers, agents, employees or representatives, shall have no claims whatsoever against the County or any of its respective officials, agents, or employees arising out of or relating to this Request for Proposals or these procedures (other than those arising under a lease with your organization in accordance with the terms of the lease).

### **Attachments**

- Form of lease
- Location map